Corporate identity begs a magic name

Design consultants respond to the plea

By Abbe Wichman

Have you recently tried buying office equipment from Haloid Xerox? Filling up your tank at Standard Oil of New Jersey? Or depositing your paycheck at the National Bank of Commerce of Seattle?

There are instances when a name change is demanded, as in the case of a merger.

If you haven't yet, don't bother; you won't find them. But not too long ago you could have, if Xerox Corp., Exxon and Rainier Bank, respectively, had not changed their names. By doing so they and other companies that have displayed a new name, logo or signage are sending off various signals to a variety of interested observers.

A company's name can become synonymous with a product. It can also become an anachronism, no longer communicating the new directions a company is taking. And the name has to be flexible enough to absorb even more changes. One industry observer sums it up this way: "If you're too specific, you end up with the Atchison, Topeka & Santa Fe."

The search for a suitable corporate name heated up last year. According to an annual survey conducted by Anspach Grossman Portugal, a marketing communications and consulting company in New York, there were 1,055 name changes by U.S. companies—a record number in one year and a 30.4% increase over 1982.

The "right" name is that magic word that sends consumers to the store asking for a particular company's products, one that will make it the darling of Wall Street and enable it to tower above the competition. A company's name, much like a person's, is a highly personal thing. And like a newly married woman who is unsure about taking her husband's name, companies can justifiably be a bit wary about changing or adapting their names or logos. The original, after all, has history, tradition. It meant something to the founder; it means something to the customer.

Obviously there are instances where a name change is demanded, as in the case of a merger or when a local company goes national. But there are more subtle instances when a company realizes that the 100-year-old name should be laid to rest or at least spruced up. And as the name changes, so too, one hopes, will the company's identity.

Eleanor Selame, president of Newton, Mass.-based Selame Designs, a company that specializes in corporate image redesign, identified several key instances where corporate identity problems may arise:

- Rapid growth internally or externally, where the operating divisions may not reflect the parent company's direction.
- A new company going on a stock exchange or an established group whose stock is not performing well.
- The need to attract the best employes and a new generation of customers.
- New government regulations that may affect business.

Notes Ms. Selame, "There is usually a very simple reason and very specific needs behind a name or logo change." The changed symbol should have several things going for it, she says.

"All those employes involved with the change should feel comfortable with the outcome," she says. "They should feel, 'This is what we would have done ourselves.'" And the name should have staying power, allowing room for the company to grow.

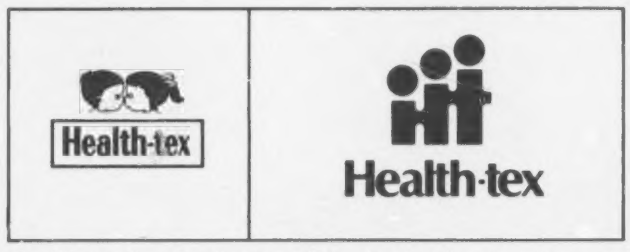
Such was the case with United Aircraft, known today as United Technologies. The name change was made in 1975, simply because United Aircraft "was becoming a misnomer," says Jerry Nason, the company's advertising manager. The company was no longer involved with aircraft exclusively, having grown from four divisions to its present 205. Mr. Nason says the selection of the name United Technologies reflected "our firm belief that the industries we're interested in are ones where technology is at the core of their success."

Mr. Nason says the time spent to select a new name for his and other companies lies somewhere between "some soul-searching and agonizing." He says the smarter organizations use the name change as a lever to promote the reasons behind the change.

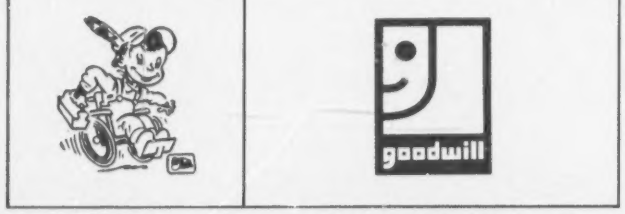
Lippincott & Margulies, a New York-based marketing consultancy, was the company behind United Technologies' new name. Walter Margulies, company chairman, says organizations have to be aware of whom they are communicating with and how they are perceived.

"Firms should investigate why they're called on, but more importantly, why they're not called on," Mr. Margulies says. A name change, he notes, is a tool that can be used to the advantage of an alert and intelligent manage-

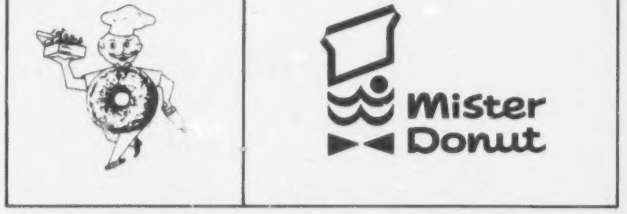
Kodak's packaging wasn't uniform, and its symbol was being used indiscriminately by dealers. Selame designed a new insignia used on signage, packaging and print.



Health-tex is a leader in children's clothing, but its merchandising was lackluster. The new logo serves to give the company a stronger product image.



Goodwill's old symbol was "tired," and it didn't enhance the look of its retail outlets. The new smiling "G" suggests the company's purpose and provides a contempory look.



Mister Donut's trademark was outmoded, and the company wanted to be attractive to more franchises worldwide. The new identity projects professionalism.

Abbe Wichman is a New York-based free lance writer.

Molting season for company logos

Follow along: Hart Schaffner & Marx is now Hartmarx.

International Telephone & Telegraph is ITT Corp.

St. Regis Paper is St. Regis Corp.

Overseas National Airways is National Airlines.

Wordtronix Inc. is Remington Rand Corp.

And if you need New England Telephone or New York Telephone, check the listings for Nynex.

It is becoming apparent these days, you can't tell the company without a scorecard. At least, that's how it seems judging by the number of corporate names that bit the dust in 1983—only to resurface in new dressing.

New York marketing communications and design consulting company Anspach Grossman Portugal has been the creative force behind the name changes of such companies as AMF, Citibank, Esmark and Warner Communications.

The company conducts an annual survey of corporate name changes, and the results of the 1983 survey may come as little surprise: Last year, there were a record 1,055 switches. This is one corporate practice that has been on the upswing since 1978, which was also a record-setting year in terms of name changes—983 to be exact.

Anspach found a lot of action last year in all the industries covered by its survey: Manufacturing and industrial, communi-

Name changes: An industry scorecard

	1983	1982	Per cent change
Banks, thrifts and other financial institutions	502	474	6%
Manufacturing and industrial companies	127	108	16%
Communications companies	98	30	227%
Energy companies	79	46	72%
Technology companies	39	17	129%
Food companies	28	13	115%
Transportation companies	26	30	−13%
Retail organizations	25	29	−14%
Miscellaneous	32	62	130%
Totals	**1055**	**809**	30.4%

Source: Anspach Grossman Portugal

ment. "It's the perfect opportunity to promote and market yourself, not only the name, but your positioning should coincide with your aims," he stresses.

Greg Kolligian, managing director of Selame Design, says that before his company embarks on the design process, it does what is called a "visual audit." This is an analysis of the client's current communications, which Mr. Kolligian terms "an essential road map." Selame's management and the client's participants review marketing objectives and past strategies.

The time spent selecting a new name lies between "soul-searching and agonizing."

"You can't assume everything the company has been doing is totally incorrect. Don't throw away the good with the bad," he cautions.

Mr. Kolligian says that when a company articulates its objectives to an outsider, new ideas come to both parties. When the review is complete, Mr. Kolligian says, Selame does a kind of "This is Your Life" for its client, taking it over both what has been consistent and inconsistent with its goals, asking for its observations on what works and what doesn't, and then focusing on the new designs.

Mr. Kolligian says a key point, which is often overlooked, is to examine carefully the company's principal competitors and how they present themselves.

Working with a good thing was precisely what Selame did with Amoco Oil Co. Abdul Azhari, Amoco's director-market research, says that in 1981 Amoco researched its 1,500 service stations and found some flaws. "There was no unified image presented to the public. They [the stations] were disjointed architecturally and graphically," Mr. Azhari says. Short of tearing the stations down, Amoco was looking for a way to link them together, both in customers' and dealers' minds.

Now when you drive into one of Amoco's stations, in addition to seeing the familiar torch and oval, there should be a "Certicare" sign with red, white and blue stripes leading into the first letter.

That sign, a "companion mark" to the company's hallmark, is either in front of the station or on its canopy.

Mr. Azhari says feedback from dealers indicates a "tremendous improvement in morale. This program showed them that their company is alive and interested." To keep that good feeling going, the company began an "All-Star Program," which recognizes and rewards those dealers who maintain their stations up to company standards.

One industry segment mentioned by both Ms. Selame and Mr. Margulies as a prime name changer is banking. This has come about because of mergers and government deregulation. Mr. Margulies notes that banks

Amoco had trouble giving its optional automotive service program a clear identity. The new signage conveys a unifying, consistent, contemporary appearance.

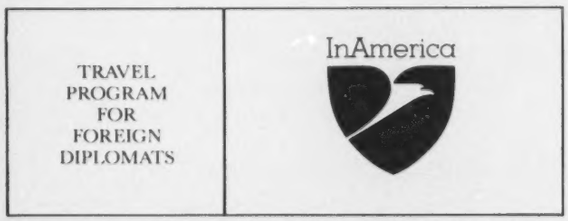
change their names because they begin to expand their services beyond their traditional borders, and their original name is geographically limiting. Or they branch into new financial services that are are not fully reflected by the sign over the door.

Bruce Emry, manager of corporate communications with Rainier Bank (formerly National Bank of Commerce of Seattle), says his company addressed all questions head-on about its name change in 1974. Two publications, "Rainier" and "29 Most Asked Questions and Comments on Name Change," were specifically released to quell doubts, rumors and other talk among both employes and customers. Some of the comments addressed were, "When I hear the name Rainier, I think of beer" and "You must be hiding something if you're changing your name." (G. Heileman Brewing Co. brews Rainier beer, distributed in the Northwest.)

As justification for the move, the company pointed to its five units, which were then all operating under different names. It also noted that other banks had similar names, and it believed that by the year 1999, the new name would still be viable. There were a host of other convincing and reassuring reasons. If the "Rainier" brochure could have spoken, one would have heard a John Housemanlike spokesman extoll the name for "loftiness, solidity and a towering presence."

Both Selame Designs and Lippincott & Margulies agree that the success of any change is noted in the bottom line. An increased advertising and promotion budget can smooth the way for initial acceptance. As for the cost of corporate redesign, Ms. Selame provides a qualified estimate: Approximately $50,000 "for a medium-size company with medium-size problems."

AA



"Travel Program for Foreign Diplomats" didn't say enough about the organization's goals. The new InAmerica emblem is designed to show diplomats the "heartland."

cations, energy, transportation, retail, technology and food companies. Current reports indicate that there's more to come this year as merger and acquisition fever continues to heat up American industry. What, for example, will be the outcome of a merger between Getty and Texaco? One very large oil company called Geto? Tetty? Deep Well Inc.? This is one to watch. And what permutation will occur if Warner Communications is swept into Rupert Murdoch's mighty vacuum . . . ?

As more companies seek to move in new directions, divesting themselves of outmoded operating units or shifting emphasis on acquired product lines, there are bound to be newly formed free agents ready to change someone else's corporate silhouette—and name. And, as the financial supermarkets continue to add aisles, this will more than likely affect corporate logos.

Mergers and acquisitions accounted for the largest group of name changes last year, according to Anspach Grossman Portugal. There were 552 in all—a figure that is 52.3% of the total and shows an increase of 35% over 1982. The financial institutions definitely lead the way with banks, thrifts, investment companies and their relatives constituting 47.6% of last year's total.

There's little doubt that, with all the change in the air, many rechristened companies will find it essential to conduct strong corporate identity programs, to let everyone know just who they were, who they are and what it is they're doing.

AA

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EDITOR & PUBLISHER...we're getting older and we're getting better.

*Survey by Jim Files, Northern Arizona University, distributed by Associated Press Readership & Research Committee at AP Managing Editors Conference, in Louisville, Kentucky, November, 1983.

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ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*January*

	Pages Jan. 1984	Jan. 1983
— Art & antiques —		
American Artist	47.0	45.7
Antiques	207.3	174.5
Art in America (11X)	101.0	82.1
Plate World (6X)	62.0	84.0
Portfolio (6X)	—	—
Southwest Art	74.8	111.6
Total Group	**492.1**	**497.9**
% change		**−1.1%**
— Auto/cycle/rec. vehicles —		
AutoWeek	102.7	118.0
Car & Driver	60.2	53.2
Car Collector & Car Classics	20.0	19.2
Car Craft	37.0	50.9
Cycle	23.9	35.5
Cycle Guide	23.3	26.6
Cycle World	28.6	24.4
Dune Buggies & Hot VWs	80.9	57.8
Family Motor Coaching	154.3	117.8
4 Wheel & Offroad	42.3	47.9
Four Wheeler	48.2	31.4
Hot Rod	30.6	31.6
Motorcyclist	14.8	20.8
Motor Trend	41.6	38.6
Motorhome	73.5	59.2
Pickup, Van & 4 WD	13.1	21.6
Road & Track	73.3	70.1
3 Wheeling	25.4	24.5
Trailer Life	106.2	88.1
Total Group	**999.9**	**937.2**
% change		**+6.6%**
— Boating & yachting —		
Boating	150.2	118.8
Chesapeake Bay	27.3	22.8
Cruising World D.	142.1	121.8
Lakeland Boating	48.0	41.0
Motor Boating & Sailing	171.3	143.1
Sail	124.6	102.8
Sea & Pacific Skipper	54.4	67.7
Small Boat Journal (6X)	—	—
Trailer Boats	26.3	20.1
Western Boatman (6X)	39.3	19.5
Yachting	203.5	195.0
Total Group	**987.0**	**852.6**
% change		**+15.7%**
— Canadian —		
L'Actualite	39.5	30.8
Chatelaine		
English Edition A.	62.7	66.1
French Edition	55.2	55.3
City Woman	—	—
Equinox	29.8	40.7
Financial Post Magazine A.	24.5	19.3
Flare A.	55.2	45.6
Homemaker's Magazine	—	—
Madam Au Foyer	—	—
Macleans (52X) A.	62.3	67.7
Quest Magazine (8X) A.	—	—
Reader's Digest:		
Canadian-English A.	57.2	55.9
Canadian-French A.	49.5	52.0
Toronto Life	50.7	48.7
Vancouver	51.0	60.0
Total Group	**537.6**	**542.1**
% change		**−0.8%**
— Civic/fraternal —		
American Legion	31.4	41.2
Elks Magazine (10X) E.	—	—
Kiwanis Magazine	13.3	19.4
Lion (10X) E.	—	—
Moose Magazine	21.0	20.5
Rotarian	17.1	19.5
V.F.W. (10X)	29.9	37.9
Total Group	**112.7**	**138.5**
% change		**−18.6%**
— Comics —		
Archie Comic Group (6X)	—	—
DC Comics	9.0	9.0
Marvel Comics Group	10.0	10.0
Total Group	**19.0**	**19.0**
% change		**+0.0%**
— General —		
American Forests	8.8	13.8
American Health (6X)	54.0	31.6
American West (6X)	25.7	29.3
The Atlantic A.	29.5	34.5
Audubon Magazine (6X)	23.6	30.9
Bon Appetit A.	50.5	61.7
Changing Times	47.5	22.5
Cuisine Magazine	37.8	25.9
Ebony	54.5	59.8
Fifty Plus	40.7	26.7
Food & Wine	33.3	31.4
Games	27.3	25.4
Geo	37.4	23.6
Gourmet	40.9	42.6
Home Entertainment (6X)	—	—
Harper's Magazine A.	28.4	18.6
Life	84.3	82.1
Modern Maturity (6X)	—	—
Money	81.0	63.8
Moneysworth (4X)	17.2	17.4
Mother Earth News (6X)	62.7	71.7
Mother Jones	16.7	12.5
National Geographic	17.3	16.8
Natural History	44.4	34.8
Prevention	68.9	72.4
Psychology Today	22.2	19.4
Reader's Digest A.	62.1	62.2
Saturday Evening Post (9X)	39.3	40.0
Signature	41.5	37.3
Smithsonian	66.5	55.5
Success	36.6	38.3
Town & Country	65.7	75.1
Travel/Holiday	35.1	42.5
Travel & Leisure	60.9	58.5
Vanity Fair	25.3	—
Video	74.8	70.2
Video Review	61.8	65.0
Writers Digest	23.4	25.6
Yankee	90.4	89.7
Total Group	**1,638.0**	**1,529.1**
% change		**+7.1%**
— Home —		
Americana (6X)	32.4	30.8
Architectural Digest A.	73.3	74.0
Better Homes and Gardens	69.5	63.1
Colonial Homes (6X)	58.0	49.5
Country Journal	50.9	56.9
Country Living	49.6	34.8
Dallas/Ft. Worth Home & Garden	52.7	48.5
Early American Life (6X)	—	—
Family Food Garden (6X)	63.0	64.0
Family Handyman (10X) A.	61.7	62.2
Flower & Garden (6X)	—	—
Home	33.8	26.8
The Homeowner (6X)	27.8	22.2
Horticulture	27.4	41.3
House Beautiful	60.4	68.5
House & Garden	45.2	91.3
Houston Home/Garden	74.8	84.4
Metropolitan Home	47.6	47.2
New Shelter (9X)	55.1	53.7
1001 Home Ideas	25.8	24.8
Organic Gardening	91.8	97.7
Phoenix Home/Garden	56.0	40.9
San Diego Home/Garden	55.5	56.2
Southern Accents (4X)	49.0	—
Southern Living	78.7	72.4
Sunset Magazine A.	68.7	62.6
Texas Homes	94.2	83.6
Workbench (6X)	61.4	68.0
Total Group	**1,464.3**	**1,425.4**
% change		**+2.7%**
— In-flight & other passenger —		
Aboard Group (7) (4X)	17.1	26.4
Alaskafest	35.5	35.2
American Way	91.7	61.4
East/West Network:		
Amtrak Express	28.3	28.3
Continental	48.5	53.0
Eastern Review	109.7	80.0
Ozark	43.0	26.0
PSA Magazine	78.2	62.2
Pan Am Clipper	40.2	31.0
Republic Scene	51.5	36.0
United	91.3	64.8
USAir	50.0	41.0
Western's World	50.7	41.7
Halsey Publications:		
Air Cal	38.0	27.3
Delta Sky	71.8	46.7
Skylite	19.0	19.0
Hawaii	22.2	15.8
Pace (6X)	77.8	35.8
Spirit of Aloha	20.9	14.6
Southwest Airlines	74.3	88.8
Webb Publications:		
Frontier	39.7	36.3
Northwest Orient	27.7	36.7
TWA Ambassador	51.1	33.5
Total Group	**1,178.2**	**941.5**
% change		**+25.1%**
— Men's —		
Esquire A.	44.9	49.7
Firehouse Magazine	41.5	39.5
Gentlemen's Quarterly A.	65.4	43.3
Penthouse A.	50.1	56.9
Playboy A.	93.2	83.3
Total Group	**295.1**	**272.7**
% change		**+8.2%**
— Metropolitan —		
Aloha (6X)	25.2	21.2
Atlanta	27.4	38.1
Baltimore	44.8	45.5
Boston	116.6	119.8
California	28.6	32.3
California Living	47.7	68.8
Chicago	123.0	86.7
Chicago's North Shore	72.6	79.8
Cincinnati	47.0	49.0
Cleveland	50.0	51.3
Coast (38X)	77.0	59.6
Columbus Monthly	50.7	37.3
Commonwealth	52.0	20.2
Connecticut	71.5	67.9
Country Magazine	23.3	19.0
County Life	50.0	40.0
D/Magazine, Dallas/Ft. Worth	87.8	87.5
Denver	20.0	24.7
Exclusively Yours, Wisconsin (15X)	54.0	53.7
Grand Rapids	35.3	40.2
Gulfshore Life (10X)	98.0	72.8
Honolulu	51.3	51.0
Houston City	58.0	46.5
Indianapolis	40.0	61.8
Kansas City	31.6	21.0
Long Island Life	35.0	43.0
Los Angeles	150.0	150.0
Louisiana Life (6X)	63.2	68.0
Madison	50.0	40.0
Miami/South Florida	97.4	95.6
Milwaukee F.	27.2	10.7
Minneapolis/St. Paul	56.8	50.5
Monthly Detroit	22.0	37.0
Nashville	39.0	57.0
New Jersey Monthly	42.5	36.0
New Mexico	41.0	21.6
Ohio	37.2	31.0
Oregon	—	—
Orlando	76.2	63.0
Pacific Northwest (10X)	—	—
Palm Beach Life	108.1	102.5
Palm Springs Life	171.4	150.5
Philadelphia	82.8	80.0
Phoenix	93.3	86.7
Pittsburgh	43.2	36.8
St. Louis	41.0	43.0
San Diego	121.1	118.3
San Francisco	47.8	37.5
San Francisco Focus	35.5	32.8
Shenandoah/Va. Town&Country (6X)	49.0	28.6
Tampa Bay Monthly	77.7	—
Texas Monthly	81.3	69.6
Twin Cities	46.6	35.4
Washington Dossier	38.0	39.0
The Washingtonian	109.0	103.0
Total Group	**3,266.7**	**2,962.8**
% change		**+10.2%**
— Movie/radio/tv —		
Macfadden's Women's Group:		
Modern Romances	14.0	20.6
Secrets	14.0	20.6
True Confessions	14.0	20.6
True Experience	14.0	20.6
True Love	14.0	20.6
True Romance	14.0	20.6
Sterling Women's Group:		
Daytime TV	26.5	30.3
Modern Screen	—	—
Movie Mirror (6X)	20.5	—
Soap Opera Stars	19.5	24.2
TV Movie Screen	—	—
TV Picture Life	20.5	29.3
Teen Bag (6X)	—	—
Total Group	**171.0**	**207.4**
% change		**−17.5%**
— Music/entertainment —		
American Film (10X) G.	40.3	41.2
Audio	62.6	48.1
Circus Magazine	35.9	22.5
Dance Magazine	60.3	61.0
Musician	56.0	53.0
Playbill	47.2	44.3
Record	20.4	5.1
Stereo Review	42.3	40.7
Total Group	**365.0**	**315.9**
% change		**+15.5%**
— Newspaper, Sun. magazines —		
Family Weekly A.	77.8	90.6
Parade	73.6	79.3
Total Group	**151.4**	**169.9**
% change		**−10.8%**
— Outdoor & sport —		
Alaska	34.8	31.5
The American Handgunner (6X)	39.8	37.0
American Hunter	14.7	16.1
American Rifleman	26.2	25.2
Backpacker (6X)	31.2	36.2
Bass Master (8X) A.	44.2	53.6
Bicycling (9X)	92.9	87.9
Field & Stream	52.7	54.7
Fins & Feathers A.	31.1	25.1
Fishing World (6X)	31.2	32.2
Florida Sportsman	75.1	61.4
Flying	32.2	20.7
Fur-Fish-Game	27.2	22.7
Golf Digest	43.5	47.7
Golf Magazine	137.7	113.3
Guns	26.9	26.3
Guns & Ammo	29.4	39.0
Muscle & Fitness	119.0	104.0
Outdoor Life	50.6	54.1
Petersen's Hunting	25.2	27.1
The Runner	37.8	37.0
Runner's World (13X) H.	42.5	41.0
Salt Water Sportsman	62.8	64.1
Shooting Times	31.3	25.5
Ski (8X) A.	95.1	83.1
Skiing (7X)	87.3	87.0
Skin Diver	71.9	62.4
Southern Outdoors (8X)	36.4	40.8
Sport	36.3	29.5
Sports Afield	62.6	62.9
Tennis	43.9	46.9
Western Outdoors (10X)	—	—
World Tennis	23.6	35.1
Total Group	**1,597.1**	**1,533.1**
% change		**+4.1%**
— Photography —		
American Photographer	38.3	45.7
Petersen's Photographic	29.7	34.9
Popular Photography	90.1	112.2
Total Group	**158.1**	**192.8**
% change		**−17.9%**
— Religious —		
BBI Jewish Monthly (10X)	18.2	15.4
Christian Herald	32.2	34.5
Christian Life	24.0	28.8
Christianity Today	40.2	55.6
Inside (4X)	—	—
Moody Monthly	43.3	50.5
Today's Christian Woman (6X)	24.2	—
Total Group	**182.1**	**184.8**
% change		**−1.4%**
— Science/electronic/-mechanic —		
Compute	112.1	111.8
Computers & Electronics	52.0	70.3
Creative Computing	158.7	189.7
Discover	28.2	32.4
Electronic Games	43.5	56.0
FamilyComputing	70.4	—
Mechanix Illustrated	51.3	60.0
Omni	55.3	49.2
Personal Computing	176.8	180.6
Popular Mechanics	79.7	72.7
Popular Science	78.4	69.5
Science Digest	—	—
Science 84 (10X)	39.3	38.3
Scientific American	62.7	34.2
Spectrum	94.9	80.2
Total Group	**1,103.3**	**1,044.9**
% change		**+5.5%**
— Women/fashion/service —		
Bride's Magazine (6X) A.	517.0	495.0
Cosmopolitan A.	151.4	149.6
Essence	59.4	62.0
Family Circle A.	140.7	137.2
Glamour	96.6	98.8
Good Housekeeping A.	108.6	116.2
Handmade (4X)	26.4	30.4
Harper's Bazaar	76.2	67.1
Health	32.5	20.3
Ladies' Home Journal	93.1	74.9
Ladycorn	29.5	30.5
Lady's Circle	8.2	9.2
Mademoiselle	72.2	70.3
McCall's	67.5	68.4
Modern Bride (6X)	413.8	398.1
Ms.	30.0	29.9
New Woman	34.7	32.3
Parents Magazine A.	53.5	53.1
Playgirl	36.4	40.8
Redbook	71.6	57.5
Self	59.3	48.7
Seventeen	65.8	61.3
Shape	52.0	33.0
Soap Opera Digest	26.5	18.3
'Teen Magazine	26.3	21.2
True Story A.	28.0	41.8
Vogue	119.6	126.9
W Magazine	85.2	84.0
Weight Watchers	25.4	23.7
Woman's Day A.	69.4	62.6
The Workbasket (10X)	40.5	42.7
Working Mother	54.1	51.2
Working Woman	64.4	64.0
Total Group	**2,835.8**	**2,721.0**
% change		**+4.2%**
— Youth —		
Boys' Life	16.0	23.5
Campus Life	53.0	36.4
Total Group	**69.0**	**59.9**
% change		**+15.1%**

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. 1983 figure includes 3.5 pages of house ads. E. Combined December, '83/January, '84 issue. F. 1983 figure reflects combined January/February issue. G. 1984 figure reflects combined January/February issue. H. Figures include page count for a January Annual issue. I. 1983 figures reflect combined issue. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 68)

ad linage

(Continued from Page 67)

December

	Current month 1983	Current month 1982	Year-to-date 1983	Year-to-date 1982
— Business —				
Atlanta Bus. Chronicle (52X)	33.3	20.4	420.4	302.9
Barron's (52X)	170.0	160.6	2,445.8	2,082.9
Black Enterprise	67.4	48.4	724.1	607.8
Boston Business Journal	86.3	45.7	807.0	505.4
Business Week (52X) A.	421.7	273.2	4,646.0	4,325.9
California Business	69.5	53.0	891.1	858.9
Capital District Bus. Review	37.4	27.0	436.1	364.8
Corporate Report/Kansas City	56.0	42.8	627.2	632.7
Corporate Report/Minnesota	78.4	60.7	945.3	956.6
Crain's Chicago Bus. (52X)	111.8	88.0	1,520.2	1,308.3
Crain's Cleveland Bus.	52.8	46.5	627.3	463.4
Dallas/Ft. Worth Bus. (52X)	32.3	26.8	466.2	486.1
Dun's Business Month	77.0	66.0	812.0	817.0
The Executive	92.1	83.3	1,085.2	1,082.3
Financial World (24X)	40.0	26.2	450.3	531.5
Florida Trend	62.5	45.8	889.5	788.1
Forbes (26X)	368.0	264.7	3,404.4	2,946.4
Fortune (26X) A.	333.2	237.3	3,289.0	2,726.0
Frequent Flyer	43.4	32.9	575.2	411.2
Hawaii Business	58.1	30.9	590.6	482.7
High Technology I.	33.8	61.1	352.2	275.5
Houston Bus. Journal (52X)	103.7	119.3	1,774.5	2,123.2
Inc. Magazine A.	171.0	85.2	1,350.9	1,045.8
Income Opportunities (10X)	54.7	47.5	505.0	472.9
Industry Week (26X) A.	85.7	36.6	1,248.1	1,268.3
Indianapolis Business Journal	93.7	75.6	1,049.7	865.3
Nation's Business A.	15.9	26.3	312.0	415.4
New England Bus. (20X) B.	34.3	27.5	772.5	694.1
New Jersey Success	20.2	16.5	266.3	215.9
New Orleans Citibusiness	94.6	96.8	205.4	930.6
Pacific Business News (52X)	95.9	80.8	1,207.6	1,093.0
Philadelphia Bus. Journal	68.9	43.3	809.3	381.9
Pittsburgh Bus. Times (52X)	50.0	42.8	647.2	536.8
St. Louis Business Journal	134.8	89.1	1,320.0	1,145.9
Savvy	50.0	45.9	529.0	467.2
Texas Business	53.2	46.1	771.9	632.6
Venture	85.6	42.7	802.4	472.6
Total Group	**3,537.2**	**2,663.3**	**39,576.9**	**35,717.9**
% change		**+32.8%**		**+10.8%**
— Newspaper Sunday magazines* —				
Arizona Republic	77.5	109.1	788.8	1,164.0
Boston Globe	182.0	175.9	2,284.8	2,166.0
Chicago Tribune	120.1	150.5	1,069.4	1,227.7
Cincinnati Enquirer	75.0	97.6	915.7	994.5
Cleveland Plain Dealer	54.2	89.1	982.5	964.0
Columbus Dispatch	40.7	54.7	557.2	540.9
Dallas Times Herald	—	—	—	—
Denver Post	152.0	280.0	1,444.5	1,732.7
Detroit News	86.8	98.0	1,232.4	1,295.3
L.A. Times Home Magazine	127.9	102.9	1,198.1	1,189.6
Louisville Courier-Journal	84.2	132.5	1,051.6	1,199.4
Miami Herald	51.2	70.3	632.0	739.6
New York News	354.3	314.0	2,933.3	2,546.1
New York Times Magazine	313.2	324.6	4,196.1	4,113.5
Philadelphia Inquirer	52.1	71.0	681.7	773.4
Toledo Blade Magazine	45.7	58.4	543.4	563.9
Washington Post	150.6	135.7	1,383.8	1,445.5
Total Group	**1,967.5**	**2,264.3**	**21,895.3**	**22,756.1**
% change		**-13.1%**		**-3.7%**
— Weeklies/bi-weeklies —				
The Advocate (25X)	47.3	94.7	1,233.3	1,013.2
Army Times Military Group:				
Air Force Times (52X)	136.0	136.7	1,769.8	1,769.3
Army Times (52X)	134.3	131.9	1,738.3	1,730.7
Navy Times (52X)	143.5	156.2	1,948.9	2,046.4
The Times Magazine	7.8	9.4	164.2	174.0
The Blood-Horse (52X)	684.9	475.9	7,291.6	6,966.0
Capper's Weekly (26X)	14.4	16.1	304.4	287.4
Commonweal (22X)	6.2	7.3	79.8	85.5
Golf World (43X)	47.8	46.4	860.0	785.9
Grit (52X) A.	12.1	19.5	296.2	308.4
National Review	33.2	30.1	387.1	358.9
New Republic (48X)	43.0	34.3	417.5	381.5
New York Magazine (50X)	354.3	314.0	2,933.3	2,546.1
New Yorker (52X)	328.5	325.4	3,631.2	3,897.4
Newsweek (52X) A.	274.8	270.8	2,957.9	2,862.6
People (52X)	361.8	367.7	3,442.1	3,565.2
Rolling Stone (25X)	141.8	117.5	1,172.8	1,097.7
Sporting News (52X)	37.7	49.4	-659.4	655.3
Sports Illustrated (52X) A.	213.4	218.6	2,762.0	2,704.7
Time (52X) A.	215.5	203.2	2,699.1	2,641.4
Travelhost (52X) C.	2,874.0	2,641.0	35,291.0	30,841.0
TV Guide (52X) A.	302.2	215.4	3,643.5	3,615.8
Us Magazine (26X)	42.7	75.7	538.1	605.6
U.S. News & World Report (52X) A.	160.0	140.9	1,786.0	1,741.3
Total Group	**6,617.2**	**6,098.1**	**78,007.5**	**72,681.3**
% change		**+8.5%**		**+7.3%**
— Foreign —				
Buenhogar:				
Central America	3.0	13.0	26.0	56.5
Chile	1.0	7.0	17.0	25.8
Colombia	27.5	54.7	486.8	701.5
Dominican Republic	7.8	17.2	147.7	160.2
Ecuador	14.0	27.2	145.5	169.3
Mexico	44.7	74.7	558.7	744.2
Peru	17.5	56.8	292.7	451.0
Puerto Rico	7.0	26.8	154.7	229.3
U.S.	8.0	11.0	134.5	92.2
Venezuela	21.5	65.8	274.2	529.7
Coqueta:				
Central America	—	—	—	5.0
Colombia	3.0	1.0	33.5	44.0
Mexico	5.0	4.0	37.5	71.8
Peru	—	—	—	5.0
Puerto Rico	—	1.0	4.3	18.0
Venezuela	2.0	7.5	32.0	71.5
Geomundo:				
Central America	7.0	8.0	64.0	83.0
Chile	4.0	12.0	58.0	99.0
Colombia	28.5	15.5	149.0	198.3
Ecuador	4.0	8.0	48.0	66.0
Mexico	9.0	18.5	86.5	166.2
Peru	7.5	9.0	77.5	112.5
Puerto Rico	4.0	9.0	49.0	94.0
Venezuela	13.5	28.2	157.7	222.2
Hombre De Mundo:				
Central America	14.0	13.2	79.3	78.8
Chile	12.0	13.2	79.0	78.7
Colombia	30.0	28.8	159.5	188.5
Ecuador	15.0	11.7	81.0	66.5
Mexico	42.2	39.7	203.7	273.0
Peru	19.0	12.7	87.0	88.5
Puerto Rico	15.3	15.2	86.7	115.5
Venezuela	23.0	47.8	176.8	376.7
Ideas Para Su Hogar:				
Central America	1.0	—	4.0	9.0
Chile	—	1.0	1.0	11.0
Colombia	44.0	42.5	352.5	456.2
Ecuador	3.0	8.3	43.5	93.0
Mexico	24.0	31.2	177.2	302.0
Peru	17.5	13.0	137.7	170.8
Puerto Rico	1.0	1.0	7.3	21.8
Venezuela	21.0	33.5	169.3	340.2
Intimidades:				
Central America	—	1.0	—	18.0
Chile	—	1.0	5.5	7.5
Colombia	—	1.0	9.5	18.0
Mexico	3.5	3.5	25.5	54.0
Puerto Rico	0.3	2.0	6.5	31.0
Venezuela	5.0	3.5	47.5	66.5
Mecanica Popular:				
Argentina	8.3	12.7	88.7	113.2
Central America	20.2	22.7	162.0	215.0
Chile	9.5	10.8	80.7	89.3
Colombia	24.7	27.7	218.2	284.2
Mexico	13.3	26.0	120.0	275.5
Peru	43.0	41.8	268.2	321.3
Puerto Rico	18.5	20.3	183.2	196.3
Venezuela	28.7	35.0	250.7	323.8
The Ring en Espanol:				
Colombia	—	—	—	—
Mexico	—	2.0	—	18.0
Puerto Rico	0.3	3.0	0.3	44.5
U.S.	4.7	6.0	43.2	56.5
Venezuela	1.0	2.0	8.0	35.0
Variedades Continental:				
Central America	12.3	21.7	97.8	194.3
Chile	4.0	11.7	37.5	161.8
Colombia	106.3	111.3	846.0	1,152.0
Dominican Republic	37.5	38.7	240.5	345.3
Ecuador	34.2	39.2	181.2	286.2
Mexico	184.5	158.5	1,336.7	1,498.3
Peru	51.2	71.3	382.3	586.2
Puerto Rico	56.8	80.0	442.0	576.2
U.S.	58.2	76.2	565.2	669.7
Venezuela	55.0	120.2	538.5	1,045.7
Business Week Int'l.	169.1	166.7	1,867.4	2,262.5
Cosmopolitan Foreign Editions:				
Australia	101.4	109.3	843.8	885.0
Brazil	58.0	53.0	566.2	624.6
France	130.7	118.0	1,198.2	1,242.5
Germany	105.0	42.6	773.8	353.3
Great Britain	128.0	121.0	1,394.9	1,401.0
Greece	98.0	132.0	663.0	748.0
Holland	76.0	60.0	558.5	332.0
Italy	65.0	90.8	823.0	943.5
Japan	42.7	40.0	467.7	451.6
Cosmopolitan en Espanol:				
Central America	3.3	7.3	29.7	48.8
Colombia	27.2	27.2	202.8	259.2
Ecuador	3.3	4.8	15.8	38.5
Mexico	100.3	108.3	764.8	872.5
Peru	11.3	20.7	91.8	175.3
Puerto Rico	44.5	40.0	274.8	328.0
U.S. (Spanish language)	23.2	23.3	229.3	226.5
Venezuela	18.8	56.3	175.8	408.8
International Communications:				
African Business	34.0	31.0	358.0	367.0
New African	32.1	18.7	229.0	277.0
The Middle East	29.0	21.0	318.0	248.0
International Herald Tribune	99.6	76.2	1,076.5	1,098.7
International Management:				
Africa	17.3	12.7	191.8	165.2
Europe	47.7	45.7	514.5	504.3
Latin America	13.3	20.7	151.3	171.3
Middle East	32.0	25.7	288.5	253.8
Pacific	18.3	12.7	186.7	201.8
Johnston International:				
Alam Attijarat	77.0	51.7	747.8	827.0
Ejecutivo	25.5	24.2	99.5	140.6
Modern Africa	23.0	25.2	141.4	201.3
Modern Asia	61.0	24.5	452.2	422.9
Newsweek International A:				
Atlantic	84.2	77.4	1,136.0	1,120.7
Latin America	20.7	26.1	353.4	361.7
Pacific	70.8	66.5	885.9	901.6
Progreso (9X)	21.3	12.0	123.6	147.3
Reader's Digest:				
Arabic	—	16.0	145.0	170.5
Asian	227.5	265.0	2,735.8	2,285.0
Australian	69.3	63.8	871.3	918.8
Belgian-Flemish	110.5	72.5	1,065.0	951.5
Belgian-French	72.0	56.5	781.0	755.5
British	61.7	62.5	746.7	759.1
Chinese B.	174.0	163.5	1,397.8	1,224.5
Danish	28.8	26.5	403.0	398.6
Dutch	39.8	54.5	434.9	545.0
Finnish	51.0	46.0	772.0	630.6
French	42.8	46.3	669.0	835.8
German	87.9	73.2	911.5	875.3
Greek	18.0	—	29.5	99.5
Iberian	23.0	35.0	216.0	339.5
Indian-English	90.0	84.5	880.8	1,014.0
Indian-Hindi	7.0	4.5	51.5	173.0
Italian	40.0	66.0	561.5	724.5
Japanese	68.3	74.2	606.2	603.7
Korean	28.5	29.5	264.7	251.3
Latin American:				
Argentina	19.0	24.5	192.5	220.0
Brazil	9.0	16.0	102.5	156.3
Central American	20.0	18.5	149.5	183.5
Chile	13.5	62.5	181.5	297.5
Colombia	62.0	27.0	456.0	569.0
Ecuador	12.5	20.5	135.5	170.5
Mexico	86.0	107.1	605.2	789.5
Peru	15.0	20.5	134.5	174.0
Puerto Rico	11.0	12.0	88.5	153.5
U.P.B.	12.5	20.5	130.0	203.0
U.S. Spanish	18.0	15.5	176.0	193.0
Venezuela	17.5	38.0	176.5	297.5
New Zealand	78.0	85.0	1,049.8	905.0
Norwegian	53.3	59.0	501.4	561.2
Portugal	71.0	69.5	574.6	561.6
South African	71.8	84.0	1,207.8	1,389.0
Swedish	18.5	19.5	243.5	299.3
Swiss-French	35.2	39.0	364.2	413.5
Swiss-German	47.0	48.7	467.3	519.5
Time International:				
Time-Asia	108.5	100.3	1,243.2	1,224.5
Time-Atlantic	122.7	105.6	1,386.1	1,302.6
Time-Canada	146.7	120.2	1,925.2	1,871.6
Time-Latin America	57.4	70.8	613.4	847.8
Time-South Pacific	140.2	102.5	1,660.7	1,847.3
Visao (52X)	160.3	198.2	2,039.1	2,098.8
Vision/Latin America (26X) A.	36.9	55.9	381.0	491.9
Total Group	**5,898.7**	**6,312.6**	**58,991.8**	**65,281.6**
% change		**-6.5%**		**-9.6%**

Toys rising star in tv

(Continued from Page 66)

The NAB, backing the network, said the series was "neither a code problem nor, we believe, a subject for FCC concern."

In 1970, however, the FCC cautioned ABC and other broadcasters to be careful of such series links in the future. That warning chilled such tie-ins until lately.

While the tv networks are mum about their animated schedules for fall, 1985, to be announced to affiliates and ad agencies in the spring, indications are that the toy business will join the more usual resources—DC Comics and Marvel Comics Group's comics book heroes and syndicated newspaper comics strips.

NBC's first new commitment is to a "Snorks" series (AA, Jan. 9), featuring mythical underwater characters due in toy form from Wallace Berrie & Co. of "Smurfs" fame.

Columbia Pictures Merchandising executives have been talking with the tv networks about an animated series based on the Power Lords, introduced last year by Revell Inc. as its first toy action figures.

Coleco Industries, which had the most popular and most publicized toy product of Christmas, 1983, in the Cabbage Patch Kids (AA, Oct. 24, *et seq.*), is exploring the tv cartoon spinoff possibilities as one way of keeping the momentum going for its first doll line.

Meanwhile, some cable tv services have begun positioning themselves as a quality children's programing alternative to commercial tv, with the likes of Home Box Office's "Fraggle Rock," USA Cable Network's Calliope service, Warner Amex Satellite Communications' Nickelodeon channel and The Disney Channel (AA, Jan. 16).

In a strongly worded speech, Cy Schneider, Nickelodeon's vp-general manager, blasted the networks' fare as an "endless parade of animated cats chasing mice . . .superheroes indulging in orgies of muscularity. . .and saccharine stories about ultra-cute elfin creatures" (AA, Jan. 16).

Still, ACT has been quick to blast the cable industry as well; for instance, when USA Cable and then Nickelodeon opted to take advertising, again with little or no impact.#

Tv tie-in toys

Top selling toys of 1983 with tv programing tie-ins

G.I.Joe
by Hasbro

Cabbage Patch Kids
by Coleco

Return of the Jedi
by Kenner

The A Team
by Galoob

Masters of the Universe
by Mattel

Strawberry Shortcake
by Kenner

My Little Pony
by Hasbro

Knight Rider
by CBS/Ideal

Q*Bert
by Parker

Garfield
by Fun Farm

Care Bears
by Kenner

Smurfs
by Wallace Berrie

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Advertising Age

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Special Report

Newspapers: How their images affect the way we view them

— Page M-9

Forum

Plugging the computer into the ghetto

— Viewpoint section

Editorial staff

Behind the reshaping of the 'Wall Street Journal'

— Page 3

Annual adWatch review

Tops in top-of-mind awareness

Product ads consumers remembered most — Page 3

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014